

PROQUEST 2/16/06

B

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21. ((LSU({PUBLIC FIGURES}) AND (LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT})))) AND PDN(<4/1/2001)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types 23 results
20. ((LSU({PUBLIC FIGURES}) AND (LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT})))) AND PDN(<4/1/2001)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types 182 results
19. (LSU({PUBLIC FIGURES}) AND (LSU({ENDORSEMENT S}) OR LSU({ENDORSEMENT})))
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types 186 results
18. SUB(Endorsements) AND SUB(Celebrities) AND SUB(Advertising) AND SUB(Public figures)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types 12 results
17. AU(Schuler)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types 6625 results
16. AU(KAIKATI, JACK GEORGE)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types 1 result
15. AU(Kaikati)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types 46 results
14. AU(Ohanian, Roobina)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types 8 results
13. AU(Ohanian) and celebrity
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types 5 results
12. AU(Ohanian)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types 181 results
11. AU(McCracken, Grant)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types 12 results
10. AU(McCracken) and endors*
Database: Multiple databases... 13 results

- Look for terms in:* Citation and abstract
Publication type: All publication types [Set Up Alert](#) 
9. AU(McCracken) and endors*
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types [13 results](#) [Add to Search](#)
[Set Up Alert](#) 
8. AU(McCracken) and endors*
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types [13 results](#) [Add to Search](#)
[Set Up Alert](#) 
7. AU(Petroshius)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types [11 results](#) [Add to Search](#)
[Set Up Alert](#) 
6. AU(Michael Busler)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types [10 results](#) [Add to Search](#)
[Set Up Alert](#) 
5. AU(McCracken)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types [4718 results](#) [Add to Search](#)
[Set Up Alert](#) 
4. AU(Brian D Till)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types [19 results](#) [Add to Search](#)
[Set Up Alert](#) 
3. AU(Terence A Shimp)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types [47 results](#) [Add to Search](#)
[Set Up Alert](#) 
2. au(shimp) and celebrity
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types [2 results](#) [Add to Search](#)
[Set Up Alert](#) 
1. au(shimp)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types [94 results](#) [Add to Search](#)
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21. (SUB(Endorsements) AND SUB(Athletes) AND SUB(Sports marketing) and (contract* or negotiat*) AND PDN(<4/1/2001)

*Database: Multiple databases...**Look for terms in: Citation and abstract**Publication type: All publication types*[30 results](#) 

20. SUB(Sports marketing) AND SUB(Athletes) AND SUB(Endorsements)

*Database: Multiple databases...**Look for terms in: Citation and abstract**Publication type: All publication types*[168 results](#) 

19. (endor* AND CO(IBM Corp)) AND PDN(<4/1/2001)

*Database: Multiple databases...**Limit results to: full text**Look for terms in: Citation and abstract**Publication type: All publication types*[161 results](#) 

18. ((LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT})) AND (LSU({MARKETING AGREEMENTS}) OR LSU({MARKETING AGREEMENT})))

*Database: Multiple databases...**Look for terms in: Citation and abstract**Publication type: All publication types*[38 results](#) 

17. endor* AND CO(IBM Corp)

*Database: Multiple databases...**Look for terms in: Citation and abstract**Publication type: All publication types*[301 results](#) 

16. (SUB(Endorsements) AND (marketing)) AND PDN(<4/1/2001)

*Database: Multiple databases...**Limit results to: full text**Look for terms in: Citation and abstract**Publication type: All publication types*[583 results](#) 

15. SUB(ENDORSEMENTS) AND CO(IBM Corp)

*Database: Multiple databases...**Look for terms in: Citation and abstract**Publication type: All publication types*[13 results](#) 

14. (SUB(Endorsements) AND (IBM)) AND PDN(<4/1/2001)

*Database: Multiple databases...**Limit results to: full text**Look for terms in: Citation and abstract**Publication type: All publication types*[14 results](#) 

13. (SUB(Endorsements) AND (computer or IBM or software or technology)) AND PDN(<4/1/2001)

*Database: Multiple databases...**Limit results to: full text**Look for terms in: Citation and abstract**Publication type: All publication types*[143 results](#) 

12. (SUB(Endorsements) AND SUB(Contracts) and (computer or IBM or software or technology)) AND PDN(<4/1/2001)

*Database: Multiple databases...**Limit results to: full text**Look for terms in: Citation and abstract**Publication type: All publication types*[2 results](#) 

11. (SUB(Endorsements) AND SUB(Contracts)) AND PDN(<4/1/2001)

Database: Multiple databases...[103 results](#) 

Limit results to: full text

Look for terms in: Citation and abstract

Publication type: All publication types

- | | |
|--|--|
| 10. (SUB(Endorsements) AND SUB(Contracts)) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 198 results Add to Search
Set Up Alert |
| 9. SUB(Endorsements) AND SUB(Contracts)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 260 results Add to Search
Set Up Alert |
| 8. (SUB(Endorsements) AND SUB(Athletes) AND SUB(Sports marketing)) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 133 results Add to Search
Set Up Alert |
| 7. ((LSU({CONTRACTS}) AND (LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT}))) and (contract or negoti*)) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 172 results Add to Search
Set Up Alert |
| 6. SUB(Endorsements) AND SUB(Athletes) AND SUB(Sports marketing)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 168 results Add to Search
Set Up Alert |
| 5. ((LSU({CONTRACTS}) AND (LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT}))) and (software or computer)) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 2 results Add to Search
Set Up Alert |
| 4. ((LSU({CONTRACTS}) AND (LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT})))) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 172 results Add to Search
Set Up Alert |
| 3. (LSU({CONTRACTS}) AND (LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT})))
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 227 results Add to Search
Set Up Alert |
| 2. endorsement contract
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 2444 results Add to Search
Set Up Alert |
| 1. The Wealth Effects Associated with a Celebrity Endorser: The Michael Jordan Phenomenon
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 1 result Add to Search
Set Up Alert |

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- | | |
|--|--|
| 9. AU(BASSON, SARA H.)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 1 result <input type="button" value="Add to Search"/>
Set Up Alert |
| 8. ((BASSON w/2 SARA) or (KANEVSKY w/2 DIMITRI) or (ZADROZNY w/2 WOLDEK)) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 2 results <input type="button" value="Add to Search"/>
Set Up Alert |
| 7. (PROD(viavoice)) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 86 results <input type="button" value="Add to Search"/>
Set Up Alert |
| 6. (PROD(via voice)) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 0 result <input type="button" value="Add to Search"/>
Set Up Alert |
| 5. (PROD(via voice) and (endorse* or advert* or marketing or promot*)) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 0 result <input type="button" value="Add to Search"/>
Set Up Alert |
| 4. (PROD(viavoice) and (endorse* or advert* or marketing or promot*)) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 0 result <input type="button" value="Add to Search"/>
Set Up Alert |
| 3. (PROD(naturallyspeaking) and (endorse* or advert* or marketing or promot*)) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 2 results <input type="button" value="Add to Search"/>
Set Up Alert |
| 2. CO(Dragon Corp)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 12 results <input type="button" value="Add to Search"/>
Set Up Alert |
| 1. (PROD(naturallyspeaking)) AND PDN(<4/1/2001)
<i>Database: Multiple databases...</i>
<i>Look for terms in: Citation and abstract</i>
<i>Publication type: All publication types</i> | 116 results <input type="button" value="Add to Search"/>
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